

ORDER



Orders
Order / Rev: 706248
Alt Order #: 06276091
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 326
Flight Dates: 08/15/12 - 08/21/12
Original Date / Rev: 09/23/12 / 09/23/12
Order Type: Political

WUSA

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/21/12	132	\$162,850.00	\$138,422.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	132	\$162,850.00	\$138,422.50	0.00
Totals	132	\$162,850.00	\$138,422.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	08/20/12	08/21/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	MT-----	:30	4	\$450.00	P-2	0.00	NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		4			\$450.00			0.00			
2	WUSA	08/15/12	08/17/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	--WTF--	:30	3	\$450.00	P-2	0.00	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	--WTF--		3			\$450.00			0.00			
3	WUSA	08/20/12	08/21/12	CBS This Morning CBS This Morning	CM	7-9a	MT-----	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		4			\$250.00			0.00			
4	WUSA	08/15/12	08/17/12	CBS This Morning CBS This Morning	CM	7-9a	--WTF--	:30	6	\$250.00	P-2	0.00	NM	6	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	--WTF--		6			\$250.00			0.00			
5	WUSA	08/15/12	08/17/12	Price Is Right The Price is Right	CM	11a-12p	--WTF--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/13/12	08/19/12	--WTF--		6			\$800.00			0.00			
6	WUSA	08/20/12	08/21/12	Price Is Right The Price is Right	CM	11a-12p	MT-----	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	08/20/12	08/26/12	MT-----		4			\$800.00			0.00			

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WUSA	08/20/12	08/21/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	MT-----	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4				\$800.00		0.00			
8	WUSA	08/15/12	08/17/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6				\$800.00		0.00			
9	WUSA	08/20/12	08/21/12	3-4p The Doctors	CM	3-4p	MT-----	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		3				\$500.00		0.00			
10	WUSA	08/15/12	08/17/12	3-4p The Doctors	CM	3-4p	--WTF--	:30	3	\$500.00	P-2	0.00	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3				\$500.00		0.00			
11	WUSA	08/20/12	08/21/12	4-5p Dr. Phil	CM	4-5p	MT-----	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		2				\$600.00		0.00			
12	WUSA	08/15/12	08/17/12	4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$600.00	P-2	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		3				\$600.00		0.00			
13	WUSA	08/15/12	08/17/12	9 News @ 5p 9 News @ 5p	CM	5-6p	--WTF--	:30	6	\$600.00	P-2	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6				\$600.00		0.00			
14	WUSA	08/20/12	08/21/12	9 News @ 5p 9 News @ 5p	CM	5-6p	MT-----	:30	4	\$600.00	P-2	0.00	NM	4	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4				\$600.00		0.00			
15	WUSA	08/15/12	08/17/12	9 News @ 6p 9 News @ 6p	CM	6-630p	--WTF--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6				\$800.00		0.00			
16	WUSA	08/20/12	08/21/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MT-----	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4				\$800.00		0.00			
17	WUSA	08/20/12	08/21/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MT-----	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4				\$800.00		0.00			
18	WUSA	08/15/12	08/17/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	--WTF--	:30	6	\$800.00	P-2	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6				\$800.00		0.00			
19	WUSA	08/20/12	08/21/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MT-----	:30	4	\$1,800.00	P-2	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4				\$1,800.00		0.00			
20	WUSA	08/15/12	08/17/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	--WTF--	:30	6	\$1,800.00	P-2	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6				\$1,800.00		0.00			
21	WUSA	08/20/12	08/21/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MT-----	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	WUSA	08/20/12	08/21/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MT-----	:30	4	\$2,000.00	P-2	0.00	NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4			\$2,000.00			0.00			
22	WUSA	08/15/12	08/17/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	--WTF--	:30	6	\$2,000.00	P-2	0.00	NM	6	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6			\$2,000.00			0.00			
23	WUSA	08/20/12	08/21/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MT-----	:30	4	\$750.00	P-3	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	MT-----		4			\$750.00			0.00			
24	WUSA	08/15/12	08/17/12	Letterman Late Night with David Letterman	CM	1135P-1237A	--WTF--	:30	6	\$750.00	P-3	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	--WTF--		6			\$750.00			0.00			
25	WUSA	08/21/12	08/21/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	1	\$8,000.00	P-2	0.00	NM	1	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/20/12	08/26/12	-T-----		1			\$8,000.00			0.00			
26	WUSA	08/15/12	08/15/12	Wed Prime B Criminal Minds	CM	9-10P	--W----	:30	1	\$6,000.00	P-2	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	--W----		1			\$6,000.00			0.00			
27	WUSA	08/16/12	08/16/12	Thu Prime A Big Bang Theory/Two and a Hal	CM	8-9P	---T---	:30	1	\$7,500.00	P-2	0.00	NM	1	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	---T---		1			\$7,500.00			0.00			
28	WUSA	08/17/12	08/17/12	Fri Prime B CSI: NY	CM	9-10P	----F--	:30	1	\$4,000.00	P-2	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--		1			\$4,000.00			0.00			
29	WUSA	08/17/12	08/17/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	----F--		1			\$6,000.00			0.00			
30	WUSA	08/18/12	08/18/12	8-10a Sa CBS This Morning CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		2			\$250.00			0.00			
31	WUSA	08/18/12	08/18/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	2	\$500.00	P-1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		2			\$500.00			0.00			
32	WUSA	08/18/12	08/18/12	CBS Evening News Saturday CBS Evening News Saturday	CM	Sat 630-7p	-----S-	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		2			\$800.00			0.00			
33	WUSA	08/18/12	08/18/12	Sat Prime A Crimetime Saturday	CM	8-9P	-----S-	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1			\$2,000.00			0.00			
34	WUSA	08/18/12	08/18/12	Sat Prime B Crimetime Saturday	CM	9-10P	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	-----S-		1			\$2,500.00			0.00			
35	WUSA	08/18/12	08/18/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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35	WUSA	08/18/12	08/18/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----S-		1		\$3,000.00		0.00					
36	WUSA	08/18/12	08/18/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S-	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----S-		2		\$2,000.00		0.00					
37	WUSA	08/19/12	08/19/12	CBS Sunday Morning CBS Sunday Morning	CM	9-1030a	-----S	:30	2	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----S		2		\$2,500.00		0.00					
38	WUSA	08/19/12	08/19/12	McLaughlin Group The McLaughlin Group	CM	Su 12p-1230p	-----S	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----S		1		\$2,000.00		0.00					
39	WUSA	08/19/12	08/19/12	9 News @ 630p Sun 9 News @ 630PM Sunday	CM	630-7P	-----S	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----S		2		\$800.00		0.00					
40	WUSA	08/19/12	08/19/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	1	\$9,000.00	P-2	0.00	NM	1	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----S		1		\$9,000.00		0.00					
41	WUSA	08/19/12	08/19/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	-----S	:30	2	\$2,000.00	P-2	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
	Week:	08/13/12	08/19/12	-----S		2		\$2,000.00		0.00					
													Totals	132	\$162,850.00